

ORDER



Orders
Order / Rev: 712134
Alt Order #:
Product Desc: Dillon/McGee GBO
Estimate: 1535
Flight Dates: 10/15/12 - 11/10/12
Original Date / Rev: 09/07/12 / 09/07/12
Order Type: Political

WFMY-TV

Primary AE: Bill Lancaster
Sales Office: WFMY
Sales Region: LOC

Agency Name: Specialized Media Services/ POL
Buying Contact:
Billing Contact:
 741 Kenilworth Ave Ste 204
 Charlotte, NC 28204

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Dillon-McGee/ NC Court of Appeals
Demographic: A25-54
Product Codes: PL-Judicial
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	17	\$8,925.00	\$7,586.25
10/29/12	11/05/12	13	\$7,175.00	\$6,098.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	17	\$8,925.00	\$7,586.25	0.00
November 2012	13	\$7,175.00	\$6,098.75	0.00
Totals	30	\$16,100.00	\$13,685.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Bill Lancaster			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WFMY	10/15/12	11/03/12	Good Morning Show Sat	CM	7-9a	-----S-	:30	1	\$175.00	P-2	0.00	NM	3	\$525.00
				Good Morning Show Saturday (7:00 AM-9:00 AM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1				\$175.00		0.00			
		Week: 10/22/12	10/28/12	-----S-		1				\$175.00		0.00			
		Week: 10/29/12	11/04/12	-----S-		1				\$175.00		0.00			
N 2	WFMY	10/16/12	10/19/12	M-F 6-8a	CM	6-8a	-TWTF--	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
				Good Morning Show 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		1				\$325.00		0.00			
N 3	WFMY	10/22/12	11/02/12	M-F 6-8a	CM	6-8a	MTWTF--	:30	2	\$325.00	P-1	0.00	NM	4	\$1,300.00
				Good Morning Show 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		2				\$325.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--		2				\$325.00		0.00			
N 4	WFMY	10/22/12	11/04/12	CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$350.00	P-2	0.00	NM	2	\$700.00
				CBS Sunday Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1				\$350.00		0.00			
		Week: 10/29/12	11/04/12	-----S		1				\$350.00		0.00			
N 5	WFMY	10/16/12	10/19/12	News 2 at 6	CM	6-630p	-TWTF--	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
				News 2 at 6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		1				\$750.00		0.00			

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WFMY	10/16/12	10/19/12	News 2 at 6 News 2 at 6	CM	6-630p	- TWTF - -	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
N 6	WFMY	10/16/12	10/19/12	News 2 at 5 News 2 at 5	CM	5-530p	- TWTF - -	:30	2	\$450.00	P-1	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -		2				\$450.00		0.00			
N 7	WFMY	10/22/12	11/04/12	News 2 at 6 News 2 at 6	CM	6-630p	MTWTF - -	:30	2	\$750.00	P-1	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF - -		2				\$750.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF - -		2				\$750.00		0.00			
N 8	WFMY	10/22/12	11/04/12	News 2 at 5 News 2 at 5	CM	5-530p	MTWTF - -	:30	2	\$450.00	P-1	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF - -		2				\$450.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF - -		2				\$450.00		0.00			
N 9	WFMY	11/05/12	11/05/12	News 2 at 6 News 2 at 6	CM	6-630p	M- - - - -	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -		1				\$750.00		0.00			
N 10	WFMY	11/05/12	11/05/12	News 2 at 5 News 2 at 5	CM	5-530p	M- - - - -	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -		1				\$450.00		0.00			
N 11	WFMY	10/22/12	11/04/12	News 2 at 11 News 2 at 11	CM	11-1135p	MTWTFSS	:30	2	\$800.00	P-1	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTFSS		2				\$800.00		0.00			
		Week: 10/29/12	11/04/12	MTWTFSS		2				\$800.00		0.00			
N 12	WFMY	10/16/12	10/21/12	News 2 at 11 News 2 at 11	CM	11-1135p	- TWTFSS	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTFSS		2				\$800.00		0.00			
N 13	WFMY	11/05/12	11/05/12	News 2 at 11 News 2 at 11	CM	11-1135p	M- - - - -	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -		1				\$800.00		0.00			
Totals														30	\$16,100.00